

Recognitions for the entity's digital transformation

PWM (FT Group) recognises CaixaBank as 'Best Digital Private Bank in Europe 2024'

- ***Furthermore, the British publication has recognized the bank as the 'Best Private Bank in Europe for Digital Marketing and Communication' for the third year in a row.***
- ***These awards are the result of CaixaBank Private Banking's commitment to digital transformation and the ongoing improvement of communication to foster the best customer experience.***

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The British magazine Professional Wealth Management (PWM), part of the Financial Times Group, recognised CaixaBank Private Banking's commitment to digital transformation with two awards at the latest edition of its Wealth Tech Awards: "Best Digital Private Bank in Europe 2024" and "Best Private Bank in Europe for Digital Marketing and Communication", in this case for the third year running.

The Wealth Tech Awards, this year in their seventh edition, award private banking entities that demonstrate excellence in technology. The jury, consisting of professionals in the sector, analyses the strategies, services, and products of banks from all over the world that contribute the most to the digitisation and modernisation of the sector.

These two new PWM awards are in acknowledgment of CaixaBank Banca Privada's commitment to ongoing innovation and digital transformation to improve communication and relationships with its customers. In this respect, the jury acknowledged CaixaBank's hybrid relationship model, an omnichannel model made to offer the best customer experience in any circumstance, putting both the bank's physical branch network and all CaixaBank's online banking services at the service of its private banking customers.

Víctor Allende, Head of Private Banking at CaixaBank, stated: "These international awards acknowledge the excellence of CaixaBank Banca Privada's business model, through a hybrid customer relationship model that blends personalised customer service in branches specialising in high net worth management with pioneering digital tools. This merger of technological innovation, a broad digital offering, personalised advice, and a customer-centric strategy ensures

a fully omnichannel experience that adapts to suit our customers' needs at all times and in all places.”

Leadership in digital communication and marketing

With regard to digital marketing, CaixaBank Banca Privada focused on boosting campaigns for discretionary management portfolios and its Ocean platform, geared towards optimising channels and creativity to achieve maximum return on investment. E-sales of managed funds and portfolios were boosted by 30% in 2023.

There is also Ocean, the bank's fully online investment service, which has added new products and services in 2023, such as the Smart Money Portfolios and the Ocean Broker, which allows customers to invest directly in fixed income, equities, and derivatives in upwards of 25 global markets, online, at any time and from anywhere.

CaixaBank Private Banking, an internationally acknowledged model

Recently, CaixaBank was chosen for the sixth year, and second consecutive year, as the 'Best Domestic Private Bank in Spain 2024' in the latest Global Private Banking Awards by the British magazine Euromoney, which acknowledges excellence and best practices in private banking internationally. In addition to this national award, CaixaBank Private Banking picked up three further accolades: 'Best Private Bank for UHNW in Spain 2024' (ultra-high net worth), 'Best Private Bank for Discretionary Portfolio Management in Spain 2024' and 'Best Private Bank for Family Office Services in Spain 2024'.

CaixaBank Private Banking's value proposition offers various service models to adapt to the needs and preferences of every customer, from those who require a global advisory service to those who operate at their own initiative, managing their wealth via a platform with global capabilities for investment in securities, funds, savings insurance, and other management products.

CaixaBank's private banking model comprises a team of 1,131 accredited specialists, with 15 years of experience on average, and 75 exclusive private banking centres and 11 exclusive wealth centres, ensuring that customers always receive a personal service. At the end of March, the division exceeded €141.5 billion in managed funds and securities.